



WPTV

# ORDER

Print Date 10/05/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision      **312398 /**

Original Date / Revision  
09/26/12    10/01/12

Advertiser **Murphy / Democrat / Congre**

Agency    **Fortune Media**

Buying Contact

**527 Avenue B  
Redondo Beach, CA 90277**

Product

**Friends of Patrick Murphy**

Agency Com    15%

Billing Contact

**527 Avenue B  
Redondo Beach, CA 90277**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #           **393**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL           POL           CAND

Product Codes   PL

Priority               P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 46%    Market Value 110380

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	54%	59605
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	46	\$43,158.75	\$50,775.00	0.00
<b>Totals</b>	<b>46</b>	<b>\$43,158.75</b>	<b>\$50,775.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	46	\$43,158.75	\$50,775.00

Hiatus Dates: 09/11/12

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTV	10/08/12	10/08/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----		1				\$3,000.00		0.00			
N 2	WPTV	10/02/12	10/08/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1--11--	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1--11--		3				\$475.00		0.00			
N 3	WPTV	10/02/12	10/08/12		CM	1235-0135a	1--11--	:30	3	\$175.00	P-1	0.00	NM	3	\$525.00



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Contract / Revision    **312398**    Flight Dates **10/02/12-10/08/12**

Hiatus Dates    Hiatus Dates: 09/11/12

Original Date / Revision    09/26/12/    10/01/12

Order Sep    00:20:00

Advertiser    **Murphy / Democrat / Congr**    Product **Friends of Patrick Murphy**    Estimate #    **393**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 1235-135a												
				M-F 1235-135a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	1--11--					3	\$175.00		0.00				
N 4	WPTV	10/02/12	10/08/12	Tuesday Prime C Parenthood	CM	10-11p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-T-----					1	\$1,500.00		0.00				
N 5	WPTV	10/02/12	10/08/12	NBC Wednesday Prime Presidential Debate	CM	8-11p (9:00 PM-11:00 PM)	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	--W----					1	\$3,000.00		0.00				
N 6	WPTV	10/02/12	10/08/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	---T---					1	\$1,500.00		0.00				
N 7	WPTV	10/02/12	10/08/12	Thursday Prime C rock center	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	---T---					1	\$1,500.00		0.00				
N 8	WPTV	10/02/12	10/08/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S-					1	\$950.00		0.00				
N 9	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	-11----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-11----					2	\$1,500.00		0.00				
N 10	WPTV	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	-1-----	:30	1	\$650.00	FX	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-1-----					1	\$650.00		0.00				
N 11	WPTV	10/02/12	10/08/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$425.00	P-1	0.00	NM	5	\$2,125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11111--					5	\$425.00		0.00				
N 12	WPTV	10/02/12	10/08/12	M-F 1-2p M-F 1-2p	CM	1-2p	-1-1---	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-1-1---					2	\$350.00		0.00				
N 13	WPTV	10/02/12	10/08/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-11--	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11-11--					4	\$300.00		0.00				
N 14	WPTV	10/02/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-1-1---	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-1-1---					2	\$600.00		0.00				
N 15	WPTV	10/02/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	111----	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	111----					3	\$1,800.00		0.00				



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Print Date: 10/05/12

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Contract / Revision **312398** Flight Dates **10/02/12-10/08/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/26/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **393**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N15	WPTV	10/02/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	111----	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	111----	3		\$1,800.00		0.00					
N16	WPTV	10/02/12	10/08/12	M-F 630-7p M-F 630-7p	CM	630-7p	-1--1--	:30	2	\$3,000.00	FX	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	-1--1--	2		\$3,000.00		0.00					
N17	WPTV	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	--1----	:30	1	\$950.00	FX	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	--1----	1		\$950.00		0.00					
N18	WPTV	10/02/12	10/08/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-1--	:30	3	\$1,400.00	FX	0.00 NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	11-1--	3		\$1,400.00		0.00					
N19	WPTV	10/02/12	10/08/12	Tuesday Prime A the voice	CM	8-9p	-1-----	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	-1-----	1		\$3,000.00		0.00					
N20	WPTV	10/02/12	10/08/12	Friday Prime A grimm	CM	8-9p	----1--	:30	1	\$1,200.00	P-1	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	----1--	1		\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
1	WPTV	10/02/12-10/08/12		Friday Prime A		8-9p	----F----	:30		<del>(\$1,200.00)</del>		0.00 NM		
See MG 20.2														
2	NPTV	10/02/12-10/08/12		Friday Prime A		8-9p	----F----	:30		\$1,200.00		0.00 NM		
Ⓜ MG for 20.1 10/05 [pgm change from Grimm to The Voice]														
N21	WPTV	10/02/12	10/08/12	Friday Prime B gtrimm	CM	9-10p	----1--	:30	1	\$1,200.00	P-1	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	----1--	1		\$1,200.00		0.00					
N22	WPTV	10/02/12	10/08/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	-----S-	1		\$600.00		0.00					
N23	WPTV	10/02/12	10/08/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	-----S-	1		\$850.00		0.00					
N24	WPTV	10/02/12	10/08/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	-----S-	1		\$850.00		0.00					
N25	WPTV	10/02/12	10/08/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	-----S	1		\$850.00		0.00					
N26	WPTV	10/02/12	10/08/12		CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00



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Contract / Revision    **312398**    Flight Dates **10/02/12-10/08/12**

Hiatus Dates    Hiatus Dates: 09/11/12

Original Date / Revision    09/26/12/    10/01/12

Order Sep    00:20:00

Advertiser    **Murphy / Democrat / Congr**    Product **Friends of Patrick Murphy**    Estimate #    **393**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Su 8-9a												
				Su 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/02/12	10/08/12	-----S			1		\$900.00	0.00						
N27	WPTV	10/02/12	10/08/12	Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00	
				Su 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/02/12	10/08/12	-----S			1		\$2,500.00	0.00						
														Totals	46	\$50,775.00